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62.67
Pleasure

and Beauty

from a Water Gard

In the calm waters you will find tranquillity—
ful diversion from the cares of the workaday w

★ **Loveland Goldfish Farm & Aquatic Nurseries** ★

Joe Johannigman, Jr.

LOVELAND, OHIO

RETURN POSTAGE GUARANTEED

[1944]

U. S. DEPARTMENT OF AGRICULTURE

OFFICIAL BUSINESS

MAR 14 1944

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There Is Something About a **LILY POOL**

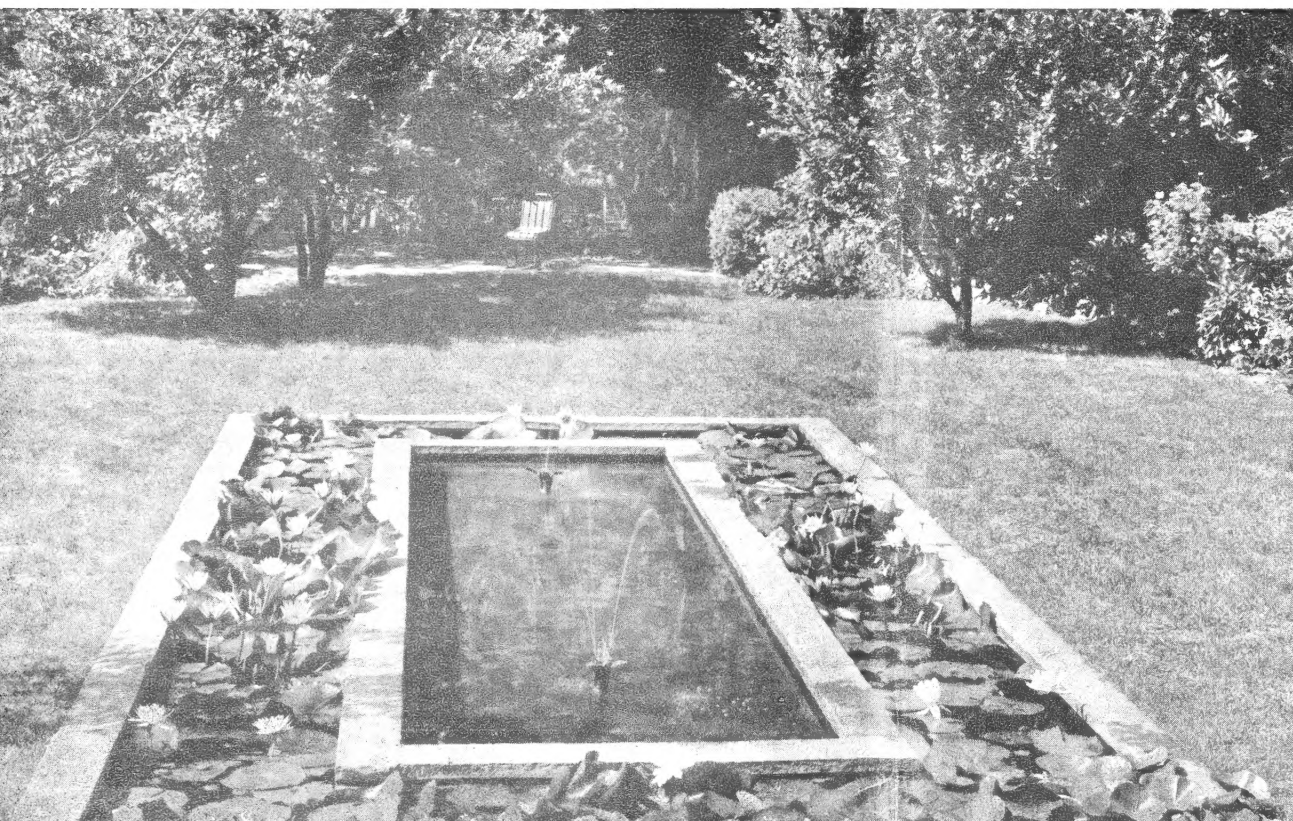
That Makes The Rest of The Garden Seem Commonplace

Did you ever notice how much better you do a job when you're calm, relaxed, unworried?

A pool involves LITTLE space, LITTLE expense and LITTLE time or attention. Yet nothing else gives quite so much for so little. Aquatic life is fascinating—fishes glide through the depths, dragon-flies skim above, green pads unfold and waxer blossoms sparkle in the sunlight. The mystic lotus rises, breathing the lure of far away land.

IN THE CALM WATERS YOU WILL FIND TRANQUILITY—RESTFUL DIVERSION FROM THE CARES OF THE WORKADAY WORLD.

The illustration below is a "LARGE" pool, 15 feet wide and 30 feet long, which we have planted for the past eight years, and with complete success year after year. Here we have a rather unusual pool—built to produce the results pictured—a dense grouping of leaves and blooms with a mirror pool in center. Here you see eighteen lilies—blooming in all their splendor—Blue Beauty, Mrs. Pring, Pershing, Chicago, Pink Pearl, August Koch, Juno, Missouri—all these varieties are reliable, equally dependable in keeping up a continuous display of fragrant blossoms. In planting, the lilies were placed in boxes, containing about a bushel of soil, as the pool is deep a concrete block was placed under each box to bring the top of lily box to about 10 inches below water level.



Today we have a great need—for the comfort and solace which only Nature can provide—and we must be thankful that aquatic Plant Life is still abundant—without encumbrance of priorities or rationing.

We will do our utmost to meet your needs—and we feel confident that we are fully prepared to serve you in the satisfactory manner and with the quality of stock that come from more than twenty years of growing experience.

What some of our customers think of our products and service:

from Clarksburg, West Virginia—

"Plants arrived in fine condition."

from Columbus, Ohio—

"We are delighted with everything—which has caused the children to say the aquarium is the most beautiful thing in the home."

from Wisconsin—

"Received my last order of aquarium plants. I must thank you for them as they are the finest I have ever had—as they are so fresh and nice and don't make the water cloudy right away."

from Washington, D. C.—

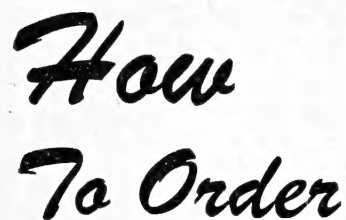
"The Lotus and Lily came in perfect condition."

from New Jersey—

"The plants sent for my Terrarium this year are all doing very nicely."

from Colorado—

"The aquarium Hi Balls arrived today and I popped them right into my indoor pool. I see the fish are intensely interested in them and are snooping around them, wagging their tails as they do when they have something on their minds."



It is necessary — **NOW** — to discontinue **Prepaid Prices** — costs have advanced — labor, boxes, packing, coal, tires, etc., most everything.

We will ship as follows: Goldfish, tadpoles, large fish nets, water lily boxes, fertilizer will be sent only by express—charges collect.

When plants are ordered along with the above items, entire order will be sent by express, charges collect.

Extra plants will be added to help offset these charges.

Water Lilies, Lotus, Bog, Shallow Water, Floating and Submerged Plants, Collections (except Goldfish), Scavengers can be sent Parcel Post.

This will be considerable saving over Express Shipments. If you wish your shipment sent by Parcel Post **include 10% additional** which will take care of handling and prepaid postage.

IMPORTANT. Orders for \$1.50 or less require 15c for packing and postage which amount must be added to amount of order.

LOVELAND GOLDFISH FARM

LOVELAND, OHIO

Date _____

Name _____

Address

City

...State

Post Office

Express Office

TERMS: CASH WITH ORDER. NO GOODS SENT C. O. D.

[illegible]

R.

F.

EX.

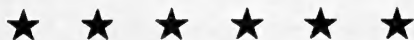
MO.

Cash

Check

By

PP.



THESE FRIENDS WOULD LIKE A COPY OF YOUR CATALOG

Name Name

Street Street

City State City State

Name Name

Street Street

City State City State

HOW TO ORDER

ORDER EARLY. This is most important—and use Order Sheet, carefully filling in blank spaces and enclosing payment for full amount of order. Write name and address plainly. To facilitate handling do not write letters on same sheet as orders.

REMITTANCE should be made by Post Office or Express Money Order, Bank Draft, or if more convenient to you, send your personal check.

Include 10% extra to amount of order for Parcel Post Shipment—which will take care of handling and prepaid postage. This applies to Water Lilies, Bog, Floating Shallow Water and Submerged Plants, Collections, Scavengers and Foods and Remedies.

Orders for \$1.50 or less require 15c extra for packing and postage. This amount must be added to amount of order.

GOLDFISH must be sent by express. Shipping cans, 50c extra. We ship Goldfish listed in this catalog all the year round. When plants are ordered with Goldfish,

the entire order is shipped via express, charges collect. Extra plants are included to offset small extra charges.

Water Lilies and all plants for pools are shipped as soon as weather permits, about April 15th. Tropical Lilies may be set out whenever the weather is settled. For southern shipments, about May 1st. Northern shipments (Cincinnati), about May 15th.

HANDLING GOLDFISH ON ARRIVAL.

Never allow them to remain in their cans for too long a period or overnight. Before transferring fish to your pool or aquarium, be sure the temperature of water is of no great difference. Best to add some of your water to the can in which fish have been shipped. Use one ounce salt per gallon of water to help heal any injury that was done in shipping. Do not take fish in hands. Use a dip net.

CULTURAL DIRECTIONS. We have printed on small leaflets for your convenience complete cultural directions. One of these will be sent with each order.

GUARANTEE

We ship good stock carefully packed. All goods are guaranteed to reach you in good condition. If package should arrive in bad order, accept shipment, examine and count on receipt and notify us at once, and if damaged notify Express Company.

STANDARD NON-WARRANTY. We have adopted the standard non-warranty of the Goldfish Growers'

Association, which is as follows: Loveland Goldfish Farm makes no warranty, expressed or implied, with reference to any merchandise sold by us, except as to certified size and quality, and that all stock shall be true to name and our liability in any case shall be limited to the replacement of such items as are short or damaged.

If any plant fails to grow, and we are notified by July 1, we will replace same free of charge, customer to pay only the shipping charges. Include stamps with letter; excess will be returned.

Prices apply only to the United States Proper

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POOL ESSENTIALS

SCAVENGERS FOR THE POOL

JAPANESE SNAILS, BLACK RAMSHORN SNAILS, TRUMPET SNAILS, CLAMS

Natural scavengers are essential for cleanliness in the garden pool. They help prevent the excessive growth of algae and devour decaying vegetation as well as consuming excess food.

COLLECTION NO. S-1

For the average pool, a general assortment of
Snails and Clams
12 for 75c

See Page 21 for Detailed Description of These Scavengers.

SUBMERGED PLANTS FOR THE POOL

This collection of Plants is invaluable for the pool, oxygenating the water, and insuring proper living conditions for the fish. Included in this collection is the Water Hyacinth. The combination of plants also gives the fish the required amount of plant food and provides shelter from too much light, and supplies a protected spot in which the fish may deposit their eggs.

Anacharis
Cabomba
Money Wort

Spatterdock
Ludwigia
Vallisneria, etc

Submerged Plant Collection NO. S-3

10 assorted plants for \$1.00

SCAVENGERS AND SUBMERGED PLANTS FOR THE POOL

For your convenience we have arranged this low Price Collection of Scavengers, Submerged Plants, Water Hyacinth and Fish Food. Every Year the pool generally needs a fresh supply of Snails and Oxygenating Plants and naturally the fish need some of that good Jo Jo Outdoor Fish Food.

COLLECTION NO. S-4

12 Scavengers.
10 Submerged Plants and Hyacinths.
1 10-ounce Package Outdoor Fish Food.

All for \$2.00

USEFUL ITEMS FOR THE POOL

GOLDFISH DIP NETS

We are unable to supply you with complete nets in the large sizes as we are unable to obtain the handles.

These nets we now offer can be easily put on any type of handle—(old rake or broom).

Net Asst.—Consists of 1—12" round bow, 1—16" cotton dip net. \$1.50

FERTILIZER

FERTILIZER OR WATER GARDEN PLANT FOOD.

A good fertilizer. Use 1 quart per bushel of clay soil or 1 quart for 2 bushels of good garden soil. 5-lb. sack, 75c; quart carton, 30c.

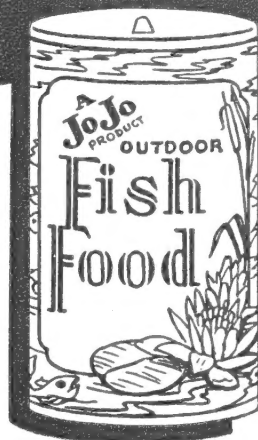
POOL DISINFECTANT. Use in solution tinting water a good pink, repeat when color disappears. Helps destroy algae and fish parasites and to keep fish in a healthy condition. **Per bottle, 25c.**

OUR OWN FUNGUS REMEDY. Three to four drops will help cure more external diseases of fish. Advisable as an antiseptic before introducing new fish to pool or aquarium. **Per bottle, 50c.**

FISH TONIC. An excellent tonic for Tropical and Goldfish. In preventing fungus or itch, in ridding aquaria or pool of Hydra—to add to water after cleaning pool. 4 oz. pkg. 15c; 1-lb. pkg. 35c; 5-lb. sack 90c.

The Above Supplies Shipped Express Collect.

Fish Eager to Eat JoJo Outdoor Food



An economical food for feeding Goldfish and other fish in outdoor ponds or pools. The best value on the market. Big ten-ounce package only—

Mrs. Gerald Boerner, Austin, Texas, writes:

"You are right in saying fish are enthusiastic over this fish food. My pet Comets simply stand on their tails at the top of the water and blow bubbles at me—they are so eager for their feedings. I enclose a snap of our pool which was finished and planted in May."

35c

3 for

\$1.00

Postpaid

Quality Fish Food

WHEN DO WE EAT? Even the little fish fairly climb out of their pool in their enthusiasm over Jo Jo Fish Foods. They seem to know it's the proper fish diet. You can give fish all the Jo Jo Fish Food they want because it is appetizing and healthful.

And you can be on the safe side by always ordering Jo Jo Fish Foods because you are sure of a fine quality food that your fish will relish. The inferior brands of so-called "cheap" fish foods often prove very costly because the fish refuse to eat it.



JO JO NATURAL FISH FOOD

Price 20c per can, postpaid.

3 for 45c

JO JO TROPICAL FISH FOOD

20c per can, postpaid.

3 for 45c

JO JO SHRIMP FOOD

20c per can, postpaid.

JO JO TURTLE FOOD

20c per can, postpaid.

3 for 45c

JO JO OUTDOOR FISH FOOD

10 oz. package, 35c postpaid.

WHITE WORMS

Live food for Tropical and Goldfish, Turtles and Salamanders.

Single portion 60c; Double portion \$1

PAREMEDY

An efficient preparation for mouth and body fungus on Gold or Tropical Fish. 25c

PARATONIC

For treatment of "ich."
5 oz. container 15c

ARGUCIDE

Kills fish lice—(See Page 23).
Per package \$1.20

JO JO AQUARIUM GRAVEL

By Express, charges collect, only.
5 lb. bag—25c; 10 lb. bag—50c; 25 lb. bag, suitable for larger aquaria, \$1.00.

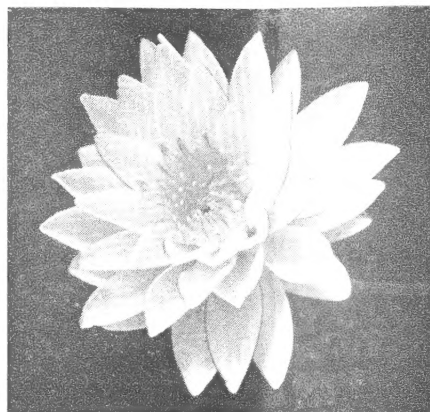
HARDY WATER LILIES Bloom and Beauty Year After Year

GLORIOSA. One of those Lilies with an abundance of "It." It has no equal for blooming. No pool is complete without this beautiful red Lily. **\$2.75 each.**

COMANCHE. This is our choice of a sunset color Lily for a large pool. It has all one could ask of a Lily. It begins to bloom very early in the spring and we have seen it in bloom until ice forms in the ponds in winter. The color is a rich apricot, then changing to a deep bronze. **\$2.50 each.**

SUNRISE. The biggest and best of them all. Looks like huge yellow suns floating among leaves that are beautifully marked with brown spots. The flowers are graceful in form, of glorious canary color. A lily that should be in every water garden. **\$2.50 each.**

NEPTUNE. The feature of this rare variety is the color of its blooms—imagine a deep pink flushed with smoky red at the base, then becoming lighter until the tips of the petals are almost white. Visitors to our gardens have wondered at the large amount of blooms coming from the plants. Try it for something that is different. **\$2.50 each.**



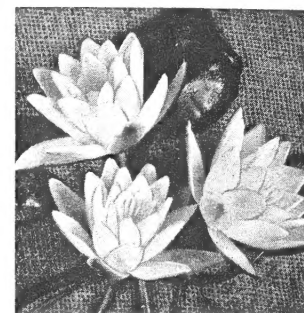
Gonnere—large double white flowers

GONNERE. The greatest and finest of white Lilies. Each blossom is a perfect globe. This variety is double clear to the center. Snowy whiteness of color. In our opinion it is one of the most attractive Lilies in our garden. **\$2.50 each.**

WHITE VARIETIES

These gorgeous lilies, admired by all, contain a certain charm in the very pureness of the shade of the lovely blooms.

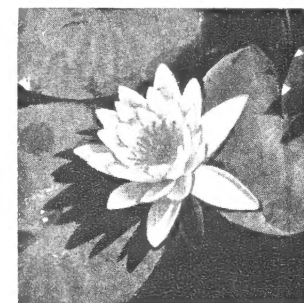
HERMINE—a new variety admired by all who see it. The pointed petals give it a distinctive appearance from other white varieties. Snow-white flowers. **\$1.50 each.**



Albatross

ALBATROSS—a giant variety. With its huge wide-spreading blooms, it is so very comparable to the significant name that it has won many who are looking for a pure white lily. This is quite the outstanding Lily in any pool where it is given any chance for growth at all. **\$2.50 each.**

WHITE LAYDEKER. Dainty white flowers, with a velvety center. This one is excellent for tub culture. Also has that very pleasing tea fragrance. **\$1.50 each.**



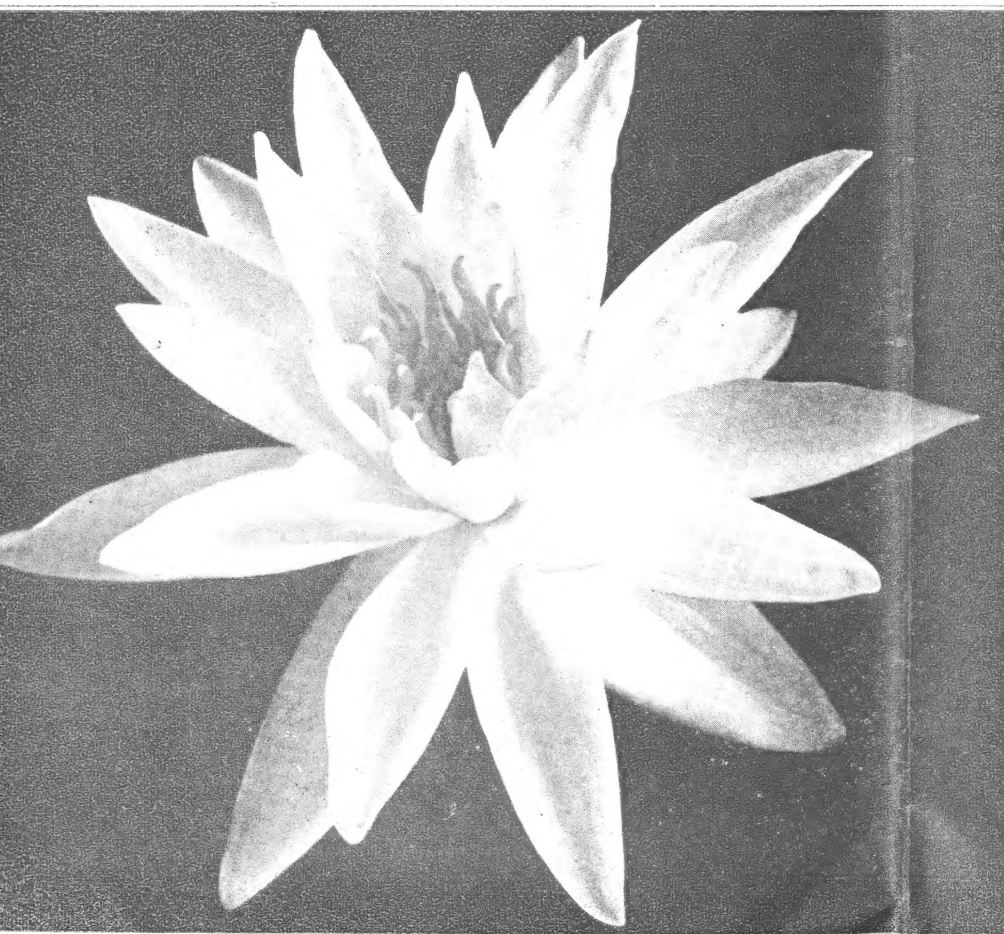
White Laydeker

Loveland All Star Collection

One Each of the 5 Above
COLLECTION NO. 5
\$9.95

ANY TWO
COLLECTION
NO. 6
\$4.25

ANY THREE
COLLECTION
NO. 7
\$6.25



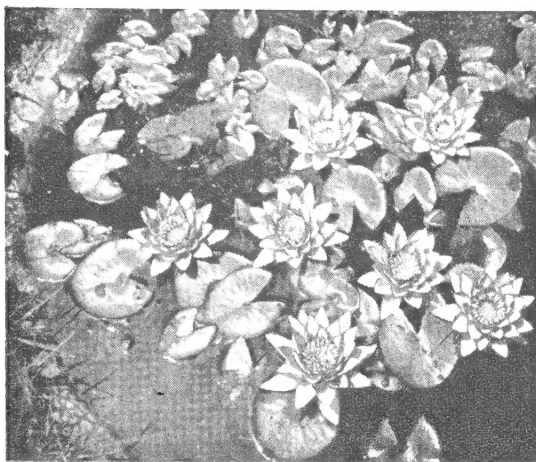
THE HARDY WATER LILIES

if properly planted will grow and multiply and can be held over winter for next year's pool. These sturdy growers offer you a great variety of lovely waxen flowers, reflecting almost any color your heart desires as they float on the surface of the water.

Sunrise

← Pictured at left is a delightful Lily. You will particularly enjoy this variety so different in form than other yellow varieties.

\$2.50



Blooms typical of lilies classed as orange shades. Varieties such as Aurora, Chrysantha, Solfatare.

CHROMATELLA. A variety that far outsells any other Lily. It is one of the best of the yellow varieties. Leaves beautifully marked in deep green and brown. Bloom a rich yellow in color. **\$1.75 each.**

PINK OPAL. We have always enjoyed its deep pink cup-shaped flowers. Everyone recognizes its value and it is one of our best sellers. A fragrant variety for the small or large pool. **\$1.50 each.**

MARLIAC ALBIDA. A most desirable white variety, free bloomer. Try it. We are certain it will please you. **\$1.50 each.**

INDIANA. This beautiful little Lily opens a creamy yellow and shades through orange, bronze and fire-red. One of the best, especially for the small pool. **\$1.25 each.**

AURORA. Do not hesitate to choose the Aurora if you are seeking a hardy, free blooming Lily of sunset shades for your pool. On the first day the flowers are a soft, rosy apricot, deepening by the third day to nearly a red. After your plant is established you will see blooms of three distinct colors. Quite an attraction. Suitable for small pools or tub garden. **\$1.25 each.**

ANY OF THE ABOVE FIVE LILIES

2 for \$2.50

3 for \$3.75

Other Real Good Varieties

MARLIAC ROSEA. This pink Lily stands out as a Worth-while variety for any pool. Excellent as a cut flower variety, its waxy blossoms last several days when picked. **\$1.50 each.**

YELLOW PIGMY. A tiny little Lily that is ideal for tub-culture, or very small pool. Flowers are only 1 to 2 inches across. Of a rich golden yellow. **\$1.25 each.**

SOLFATARE. A new French variety. Its soft peach color changing to salmon makes a combination of colors that one admires. Try it. We are sure you will enjoy it. **\$1.25 each.**

PAUL HARIOT. A favorite variety that is one of our best sellers. Always a feature attraction. **\$1.50 each.**

ROSE AREY. Another pointed petal variety. The flowers are a deep pink, deliciously fragrant. It is very hardy and grows freely. **\$1.50 each.**

AMABILIS. A new variety that is a beauty. So different in form and bloom that we recommend it as something really worth while. It's in a class by itself. In color it is a bright silver-pink and its blooms easily average 7 inches in diameter. **\$3.00 each.**



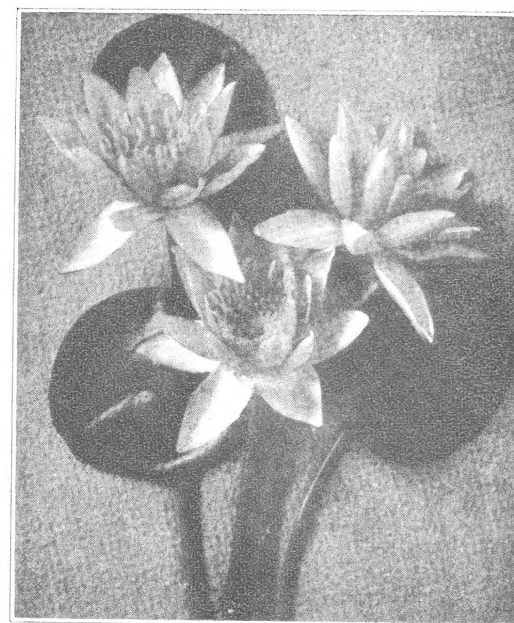
CHROMATELLA

Other Red Varieties

CONQUEROR. You'll like this variety. The flowers just seem to live up to the name. Large buds come forth, bursting into immense red flowers. **\$2.25 each.**

ATTRACTION. This bright red Lily is an attraction in itself. Large blooms frequently 8 inches across make everyone want to have this variety in their pool. A real aristocrat of the aquatic family. **\$2.75 each.**

ESCARBOUCLE. The prettiest red of them all. It is a Lily we can recommend. A free grower. An early bloomer, exceptionally hardy. **\$2.75 each.**

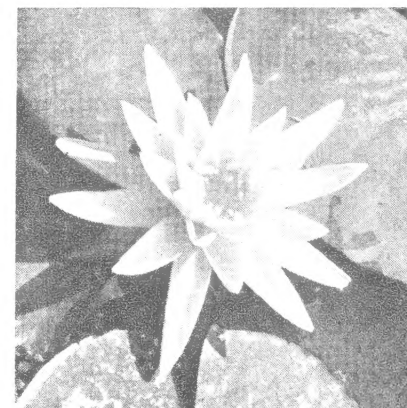


Marliac Rosea—a beautiful deep pink variety. Other varieties having same cup shaped formation of bloom, Marliac Chromatella and Marliac Albida.

Lily Collections by Color

- Col. No. 20—2 Hardy Lilies—Marliac Albida and Pink Opal **\$2.50**
- Col. No. 21—2 Lilies—Chromatella and Pink Opal **\$2.50**
- Col. No. 22—3 Lilies—Marliac Albida, Chromatella and Pink Opal **\$3.75**
- Col. No. 23—4 Lilies—Marliac Albida, Chromatella, Rose Arey and Gloriosos **\$5.00**
- Col. No. 24—4 Lilies—Marliac Albida, Chromatella, Pink Opal and Paul Hariot **\$4.25**

ALL GOOD HARDY VARIETIES
OUR SELECTION AS TO VARIETY



ROSE AREY



CHINESE LOTUS
H. C. HAARSTICK

UMBRELLA PALM
LOTUS

IMPERIAL TARO
AUGUST KOCH

The pool illustrated presents a gorgeous appearance—Lotus, Day and Night Blooming Lilies—Shallow Water Plants—Note the numerous buds, yet to bloom on both lilies. The plant in background is the Hardy Bamboo listed on page 15.

Miniature Water Gardens . . .

**YOU CAN HAVE ALL
THE BEAUTY OF A LARGE
POOL IF YOU HAVE**

a sunny spot for a Tub Garden or a small Pool. A common wash tub, or better still an old discarded bath tub, may be used for the pool. Simple little pools may be built out of brick, concrete, or cinder blocks, and lined inside with a coat of cement. This construction is easy and inexpensive. For a summer of real pleasure try a miniature Water Garden. These collections will assist you.



COLLECTION NO. 5-B

- 1 **Snowflake Lily**—Lovely white flowers resembling large snowflakes.
- 1 **Water Poppy**—Beautiful yellow flowers.
- 5 **Plants.** Assorted oxygenating, floating and shallow water.

All for \$1.50

To our many friends and good customers, who have made our business possible, we wish to present this, our Water Garden Book, with our compliments and best wishes for a successful aquatic year.

We are sure our prices and our merchandise and our service will meet comparison anywhere. We have tried to tell you everything about our plants and ourselves. What advantages you enjoy when buying at Loveland. How simple and easy it is to order. Everything is in readiness for you.

Collection No. 2

- 1 Water Lily, any color you select, white, pink, yellow or orange.
- 3 Plants for shallow water.
- 1 Plant for oxygen.
- 1 Water Poppy.
- 1 Water Hyacinth.
- 1 Pair Live Bearing Snails.

All for \$3.00

FILL YOUR POOL

COLLECTION NO. 3

- 8 **Plants**, including Water Poppy, Water Hyacinth, Umbrella Palm, 3 plants for the border, and 2 oxygenating plants.

For those who will not have time for a lot of planting. This collection is arranged with plants that grow and spread rapidly.

All for \$1.50

FOR A SMALL POOL

COLLECTION NO. 4

- 2 **Water Lilies**—Marliac Rosea and Gladstone.
- 6 Beautiful Floating, Shallow Water and Submerged Plants.

All for \$3.50

The Lotus . . .



Illustrates the beauty of the blooms of the Chinese Lotus.

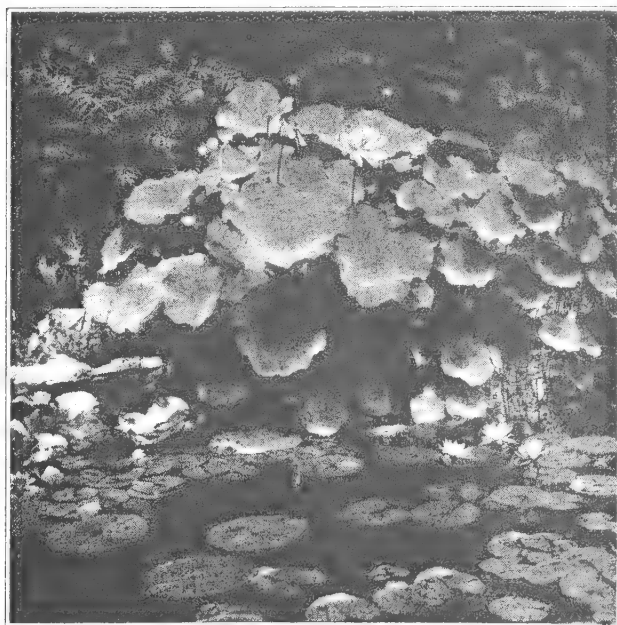
There is something fascinating about a Lotus. Symbolic of purity under temptation stands the Lotus, so the followers of Buddha have said.

In the Lotus we see beauty of form and harmony of color, great concave, shield-like leaves often 2 feet in diameter, large buds borne on long stems 4 to 8 feet tall, enormous flowers with delightful fragrance.

Lotus are perennial, coming up year after year. They should be planted in full sunlight at a depth of from 6 to 18 inches below water level in a container, which should be about 15 inches by 24 inches and at least 10 inches deep. Soil, a rich mixture of top soil and well rotted cow manure.

CHINESE RED LOTUS - Collosal - Exotic - Supreme

The King of Lotus. Large full double flowers of bright rosy carmine carried well above the foliage. A gorgeous variety; magnificent in every respect. Can be grown in tub, small or large pool—natural lake—in pools provide a box containing at least 3 bushels of soil.



American Lotus

\$3.00



Illustration shows clearly the large unusual leaves and blooms of the Lotus. Large, concave leaves, 2 feet in diameter, the many petaled flowers on stems 4 to 6 feet high.

EGYPTIAN LOTUS. (Speciosum). The Sacred Lotus of the Nile. Rosy pink blooms. Shy bloomer in a small pool. **\$2.00.**

AMERICAN LOTUS. (Luteum). Native to some of the States in the South and West. Flowers, rich yellow, large grower, requires considerable room in a pool. **Each \$2.00.**

SHIROMAN. Truly a companion to the above mentioned variety. A duplicate in size, double blossoms, but pure white in color. **Each \$3.00.**

MIXED LOTUS. During the spring rush, labels get lost, and if you want "just a lotus" order one of these. **Each \$1.75.**

FOR AN ORIENTAL APPEARANCE

in your water garden, plant this collection—the Lotus in one corner, the Papyrus and Taro and Parrot Feather in another corner, and you have a scene that will remind you of the far east. Try it.

COLLECTION NO. 11

Chinese Lotus Imperial Taro Plant
Papyrus Parrot Feather

\$3.75



BLUE BEAUTY AND WATER POPPY

Lilies of Distinction



Tropical Lilies

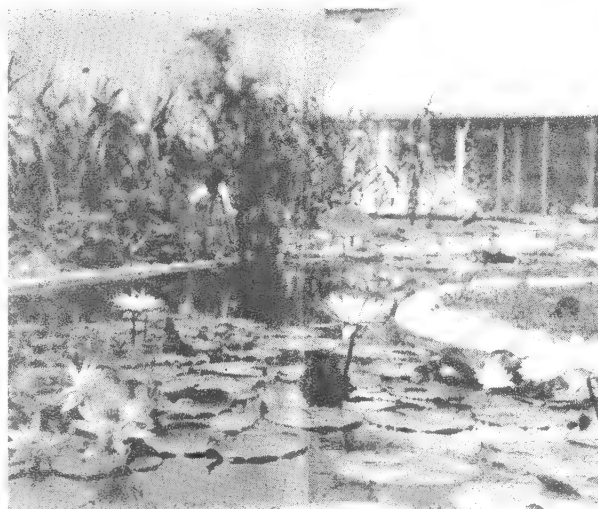
Borne regally on erect stems above their beautiful foliage, these immense blooms bring an exotic fragrance and color to your pool that nothing else can. They bloom later into the fall than their native sisters and some varieties even open at night to keep you more than repaid and satisfied.

DAY BLOOMING TROPICAL LILIES



General Pershing

GENERAL PERSHING. It is the finest of all pink tropical day blooming lilies. Gorgeous, bright pink blossoms. This variety is a very prolific bloomer. \$2.00 ea.



General Pershing

Mrs. Ed. Whitaker

AUGUST KOCH. This Lily is free flowering and of extremely easy cultivation. Its flowers are 7 to 8 inches across, very fragrant. The sepals are purplish lilac and the petals pale wisteria violet. \$2.00.

CHICAGO. A clear pink lily with quantities of large blossoms: having as many as 8 blossoms at one time. The leaves are spotted mahogany. \$2.00.

BLUE BEAUTY. A wonderful variety, immense deep blue blooms, large as dinner plates, free flowering. Blooms illustrated above. \$2.00 each.

GOLDEN WEST—a new introduction. This beautiful peach-pink lily changes its color to a lovely apricot as the blooms mature. Leaves heavily speckled with maroon. \$2.00.

MRS. RANDIG—another new lily similar in shape to Panama Pacific, but with a darker shade of purple. Very beautiful. \$2.25.

MRS. GEORGE H. PRING. A new and novel type that produces numbers of large fragrant white flowers with pointed petals. Petals broader at the base and more pointed at the tip. \$2.00.



Mrs. Geo. H. Pring

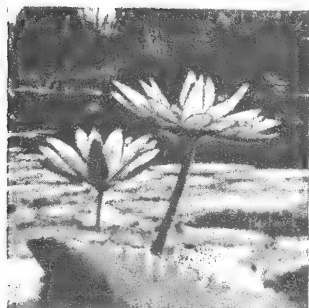
PINK PEARL. Large, silvery blossoms, pink with pure white throat. Very attractive. \$2.00.

PANAMA PACIFIC. It is an everblooming viviparous, strong growing and free flowering. The predominant color is reddish purple and the stamens are yellow. A most excellent variety. \$2.00.

MRS. ED. WHITAKER. One of the largest flowered varieties of the show type Lilies. Fragrant sky-blue blossoms open quite flat. Three to four open flowers at one time. An excellent plant for any pool. \$2.50.

A LILY OPEN AT NIGHT?

To be sure! These, the most glamorous of the tropics will wait until your work-a-day family can relax in the evening and then will slowly unfold their rare beauty. They will stay in bloom until ten the next morning and be a unique attraction in your pool.



Juno

Illustration is typical of the form and size of all the varieties of night blooming lilies. All of them magnificently large. All of them are sure to please.

JUNO. Immense, pure white blossom. The largest flowering Night Blooming lily. Unequaled for form and beauty. On cloudy days or in late summer when the weather is cooler, these superb blooms remain continuously. **\$1.75 each.**

BISSET. A night bloomer of unusually free-blooming habit. The flowers are of a beautiful rose-pink color. The petals are broad and slightly concave, giving the bloom a cup-shaped form. **\$1.75 each.**

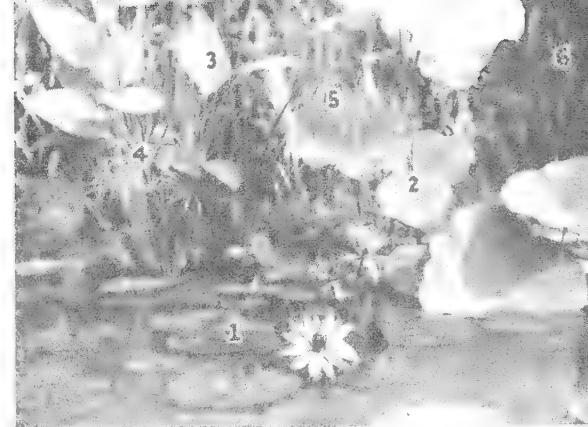
FRANK TRELEASE. Flowers a brilliant crimson. Most popular because of its rich color. **\$1.75 each.**

RUBRA ROSEA. One of the best. Brilliant rosy carmine flowers are held well above the glossy foliage. **\$1.75 each.**

MISSOURI—The finest white night blooming variety. The earliest to bloom and very dependable. **\$2.50.**

H. C. HAARSTICK. The flowers of this Night Blooming Lily are large and exotic in appearance; vivid red in color. This variety you will like. Plant one and your pool will be a center of interest. Leaves are handsome, purple-red in color. **\$2.00 each.**

MIXED VARIETIES. During the rush season, there are always some lilies that are found without a tag, thereby the classification is lost. If you want "just a Night Blooming Lily," then this is the one to buy. All plants are excellent, colors are mixed. A lovely night lily for only **\$1.50 each.**



COLLECTION No. 16

Illustrated Above

Contains 1 Tropical lily (No. 1) your choice—Night Bloomer, H. C. Haarstick or Blue Beauty, day bloomer or Glorioso, hardy lily. 1 (No. 2) Chinese Lotus, each Thalia, (No. 3) Umbrella, (No. 4) Papyrus, (No. 5). Numbers illustrate plant showing in picture.

ALL FOR ONLY

\$5.00

COLLECTION NO. 12

Illustrated

FOR A SMALL POOL

Can be planted in a large box containing at least one cubic foot of soil.

1 August Koch Day Blooming Tropical Lily

1 Creeping Water Hyacinth

3 Water Lettuce

3 Water Poppy

All for **\$3.00**

These Plants make a rapid growth after planting.

Illustration shows just exactly what a grand and glorious display these few plants will make.

Creeping Hyacinth

August Koch

Water Poppy

Water Lettuce





Complete Pool Collections for Any Popular Size Pool

Here we are! Water Lilies and Plants in a splendid range of colors and shapes. (Numbers correspond to picture on left.) No. 1, The Lotus; No. 2, The Tropical Lilies; No. 3, Hardy Lily Varities; No. 4, The Graceful Cattail; No. 5, Arrowheads, and No. 6, the tall growing variety of Bamboo.

COLLECTION No. 15

Illustrated at Left

1 Chinese Double Lotus, 1 Blue Beauty, Tropical Lily, 1 Glorioso, Hardy Red Lily, 1 Chromatella, Hardy yellow; one each, Umbrella Palm, Papyrus, Hardy Bamboo, and Cattail.

ALL—these beautiful plants to complete your Water Garden. Regular catalog value \$9.50.

COLLECTION PRICE \$8.00

Blue Beauty, large blooms.
General Pershing, finest of pink varieties.
Primrose Creeper, yellow flowers.
Arrowhead, lovely white flowers.
Papyrus, tall and stately.
Snowflake Lily, dainty white flowers.
Water Hyacinth, lavender flowers.

COLLECTION NO. 12

For a medium size pool

THIS COMPLETE COLLECTION FOR

\$4.25

COLLECTION No. 14

The Lily Varieties are

GLORIOSO

CHROMATELLA

The Plants are

PRIMROSE CREEPER, ARROWHEAD, PAPYRUS,
SNOWFLAKE LILY, WATER HYACINTH

THIS COMPLETE COLLECTION FOR \$4.00

Collections No. 12 and No. 14 are for a medium size Pool.

Plants illustrated in Pool pictured below.

PAPYRUS

SNOW FLAKE LILY TROPICAL LILIES
PRIMROSE CREEPER

HYACINTHS

CREEPING HYACINTHS
ARROWHEAD



COLLECTION No. 8

The Lily varieties are: The Aquatics are:

Glorioso

Water Hyacinth

Chromatella

Poppy

Marliac Albida

Parrot Feather

Shell Flower

Submerged Plants

All These Plants For Only

\$5.00



Here is a remarkable collection of four gorgeous water lilies each of a different color. Together with 10 Aquatic plants, they make the excellent collection for your pool.

★ ★ 4 STAR ★ ★ COLLECTION No. 9

★ **GLADSTONE.** Always a favorite. Large white flowers. **\$1.75 each.**

★ **CHROMATELLA.** Yellow leaves beautifully marked deep green and brown. **\$1.75 each.**

★ **CONQUEROR.** You'll like this variety, large red flowers. **\$2.50 each.**

★ **HELEN FOWLER.** A pink variety with very fragrant flowers. **\$1.25 each.**

These Four Beautiful Lilies Only

\$6.50

These **WATER PLANTS** provide the finishing touch to the perfectly balanced garden . . .

HERE are grouped those plants which grow in the water. They are varied and interesting, and give the much desired natural effect to the pool. They are easily grown. Most of them do best in shallow water and so the pots, boxes, or tubs should be raised to within two to eight inches of the surface.

These are wonderful possibilities with Water Plants to give your pool a unique and tropical appearance. Try a collection of Taro, Umbrella Palm, Papyrus and Primrose Willow, grouped together in a corner of the pool or in the center, or a collection of Primrose Willow, Parrot Feather and Forget-Me-Nots in a shallow corner of the pool.

For a natural pool use plenty of Japanese Iris planted right at the edge or in one to three inches of water. Our sturdy, healthy plants reach you ready to grow. If you have ever planted aquatics before you know the value of starting with good plants.

Varieties marked with a (*) are particularly adapted to a depth of 6 to 12 inches.

Varieties marked with a (†) are suitable to plant at about 2 to 6 inches.

Varieties marked with a (§) are plants that like wet feet but with crowns and stems preferring the air and sunlight.

Varieties marked with a (\$) are the beautiful Tropical Plants.

THE FOLLOWING PLANTS ARE PERENNIAL: Water Iris, Japanese Iris, Cattails, Cardinal Lobelia, Floating Heart, Forget-me-nots, Bamboos, Pickeral Plants, Parrot Feather, Var. Sweet Flag, Marsh Marigold, Primrose Creeper, Cellophane Plant, Flowering Rush, Arrowheads.

PLANTS THAT GROW SIMILAR TO WATER LILIES. Water Poppy, Water Snowflake, Floating Heart.

PLANTS THAT VINE. Floating Heart, Parrot Feather, Primrose Creeper, Morning Glory.

A COLLECTION FOR EVERY POOL

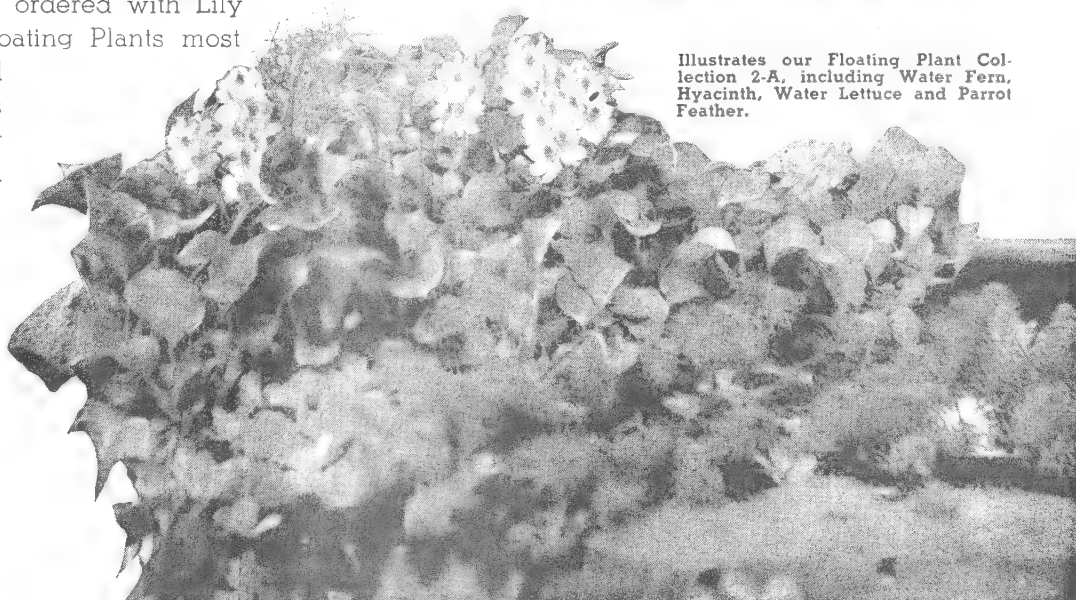
This aquatic collection should be ordered with Lily collections. An excellent group of Floating Plants most useful for your fish to spawn on and for your baby fish to hide in. In this collection are the interesting Water Fern, Shell Flower, Parrot Feather and Water Hyacinths. Collection No. 2-A.

COLLECTION 2-A

The Biggest Value Offered.

Ten Assorted Floating Plants

\$1.25



Illustrates our Floating Plant Collection 2-A, including Water Fern, Hyacinth, Water Lettuce and Parrot Feather.

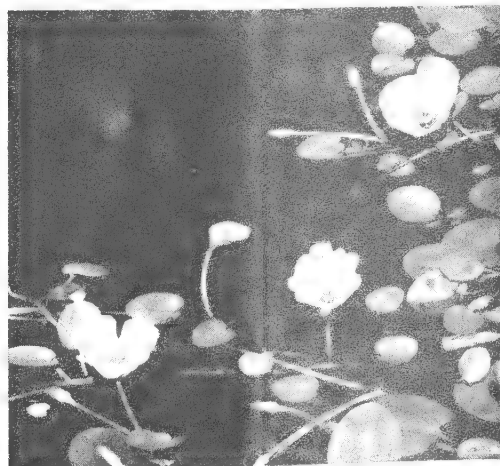
FLOATING PLANTS

\$WATER LETTUCE. Rosettes of beautiful iridescent green leaves; paler and with grayish tones forming a lovely contrast to the Water Hyacinth when they are grown together. **2 for 25c.**

\$FLOATING FERN. Beautiful, tropical, true fern, making a wide rosette of green leaves. Little ferns many times form on their antler-like leaves. **15c; 2 for 25c.**

‡AZOLLA, SALVINIA, DUCK WEED. Curious floating plants. **Per portion 25c, assorted.**

WATER HYACINTH—Flowers are produced freely if the roots are allowed to anchor in soil. **2 for 25c; \$1.00 dozen.**



WATER POPPY

Don't be without this popular plant, really one of the best for pools, lovely yellow flowers. Grows in shallow water, can be planted by itself or in combination with other plants. **15c each; 2 for 25c; 6 for 50c.**

FOR BOG PLANTING—TRY AN ASSORTMENT OF VARIETIES OF THE WATER IRIS.

Moisture Loving Plants

... for outdoor pools ... for indoor pools ... for window gardens ... for growing in vases with water ... for terrarium. When looking for vines use the Philodendron and Pothos. A group of plants that are adaptable to many uses.

M-1—Syngonium Variegated	25c
M-2—Syngonium Ruth Frazer	25c
M-3—Nephtytis	25c
M-4—Philodendron Cordatum	25c
M-5—Philodendron—Red	25c
M-6—Pothos aureus	25c
M-7—Chinese Evergreen (not illustrated)	25c



COLLECTION M L 50 ONE EACH ABOVE PLANTS \$1.25

All these plants can be grown in quite deep shade, making them a desirable plant. They like plenty of water.



FOR CENTERPIECE, OR CORNER OR ANYWHERE IN THE POOL

ONE OF OUR FINEST VALUES

COLLECTION No. 5-A

This group should be planted in a box or large tub, submerged about three inches below water level. The Taros and Paper Plants should be planted in the center and the other plants grouped around it.

Illustrates our 5-A Special Centerpiece Collection and includes Umbrella Palm, Papyrus (tall plant), Taro, Primrose Willow (in bloom), Water Poppy, Water Hyacinth (in bloom on water).

6 Plants

1 Egyptian Paper Plant
1 Water Taro
1 Umbrella Plant
1 Primrose Willow
1 Water Poppy
1 Water Hyacinth

\$1.25

†CATTAIL. Swamp plant. Hardy. 2 for 25c.

†GRACEFUL CATTAIL. A tall variety with slender cattails. These plants furnish a very fine background in massed plantings. 2 for 25c.

†CARDINAL LOBELIA. Another beautiful native plant. Spikes of rich, cardinal red flowers. 20c each.

*FLOATING HEART. Small leaves resembling Water Lilies; brilliant yellow flowers. 2 for 25c.

†FORGET-ME-NOT. The well known spring and summer flowering plant. 25c each.

HARDY CALLA. (*Calla palustris*). Similar to a Calla Lily, but of much smaller size. 20c each.

PRIMROSE CREEPER—a rapidly growing partially submerged aquatic with yellow flowers. 2 for 25c.

PRIMROSE WILLOW. Erect plants 2 to 3 feet high with attractive narrow foliage and bright yellow blossoms. Very desirable at the edge of the pool or in tub garden. 25c.

PAPYRUS or Egyptian Paper Plant. A very beautiful water plant with pleasing heads of foliage, reaching a height of four to six feet. It is unexcelled for pool planting. 25c.

UMBRELLA PALM. Sub-tropical. This interesting plant forms a clump of tall round stems surrounded with a cluster of expanded foliage that somewhat resembles an umbrella. It thrives in moist soil. It may also be grown as a house plant. 25c.

HARDY BAMBOO. A very tall growing variety for background use. Adds a tropical atmosphere to your water garden. Green variety. 50c.

†VARIEGATED BAMBOO. A green and white variety that is very beautiful. Grows about 3 feet high. 50c each.

BAMBOO COLLECTION. One each, 75c.

Nothing gives restful, charming atmosphere like a collection of growing things. You'll love the pleasure any of these aquatics will give you in watching them grow.

Interesting Plants That Beautify Your Water Garden . . .



Parrot Feather

PARROT FEATHER. Planted in water twelve inches deep, it sends silvery green heads along the top of the water. Planted in damp soil, it will grow and make a lovely showing. Try it—15c per plant.

PURPLE WATER HYACINTH OR CREEPING WATER HYACINTH. Illustrated below. A creeping variety with lovely Bluish Purple Blooms. Planted about 6 inches below surface, it just runs and runs, making a wonderful growth in a short time and very free blooming. Reduced in price this season too. 35c each; 3 for 95c.



CREEPING HYACINTH



Pickerel Plant

†**PICKEREL PLANT.** Beautiful blue flowers. Total growth about 2 feet. 25c ea. (Illustrated above.)

IMPERIAL TARO. (Illustrated below). This plant should be in every water garden. A very attractive plant when planted in corners or used as center attraction. The leaves are blotched a dark brown and violet black. You will surely enjoy having this plant. Not hardy but usually can be wintered over in basement if kept wet. 35c each; 3 for \$1.00.



IMPERIAL TARO

for

INDOOR POOLS

The following Plants can be used:

Full Sunlight—Practically all the Plants listed on Pages 13-14-15-16.

No Sunlight—but Good Light—Water Hyacinth, Umbrella Palm, Moisture Loving Plants, Page 14. Parrot Feather, Imperial Taro, Ivies. The above can be planted in shallow water.

Fair Amount of Light—only the group of Moisture Loving Plants Page 14.

WATER IRIS. The illustration below shows the wonderful possibilities of this hardy Plant. Readily adapts itself to any condition. Will grow in water up to 10 inches deep. Will grow as a garden plant without water. Excellent for edging a natural pond; as illustrated it has been planted in a box containing about a bushel of soil. Blossoms Freely.

Three Varieties—**Yellow** (pseudocorous). **Blue** (versicolor). **Japanese Iris** (assorted colors). 25c each; 3 for 60c; \$2.00 per dozen.



WATER IRIS

Make Your Water Garden The Family Vacation Spot This Year . . .

SPEND YOUR LEISURE HOURS AROUND THE POOL



Water Snowflake

WATER SNOWFLAKE. Similar in growth to a lily. Shipped as a detached leaf which soon forms new plants. Each new leaf is soon filled with dainty little white flowers. Quite novel. **35c each.**

WATER HYACINTH. The plant for every pond, pool or tub, water garden. A beautiful decorative plant floating with bright blue and yellow flowers in spikes, has rosettes of rich green leaves with inflated base. The roots are long and fibrous making this plant the finest plant to use in spawning fish. So if you want to try and raise a few baby goldfish include this plant with your order. **2 for 25c; \$1.00 dozen.**



WATER HYACINTH

There are annual plants that are beautiful beyond description. Water gardeners miss a lot of pleasure by refusing to buy anything but hardy plants for their pools.

VARIEGATED SWEET FLAG. An old but worthwhile plant for the pool. Excellent for shallow water either in the pool or in a natural pond. Spreads rapidly and soon makes a wonderful display. Saber-like leaves, broadly striped green and ivory. **25c each.**

YELLOW CALLA LILY. Its flowers are as large as the above variety but a golden yellow color. Beautiful foliage. Dark green leaves with spots of creamy white. **50c each.**

CELOPHANE PLANT. A sensationally new plant for shallow water; has numerous white flowers, easy to grow, free flowering. Underwater its leaves grow in long spearlike leaves, broadening as they come to the surface of the water to a wide palm-shaped fan leaf. Very attractive green color—outstanding even among other all-green plants. **25c each.**

FLOWERING RUSH. A hardy plant with peculiar three-sided leaves. Pink flowers are borne on round stems. **25c each.** (illustration below).



FLOWERING RUSH

WATER SPRITE

Long graceful fronds spread fanlike in the water.

To be planted in water from 6 to 12 in. deep. Interesting to watch the young plants form on the old leaves.

25c each



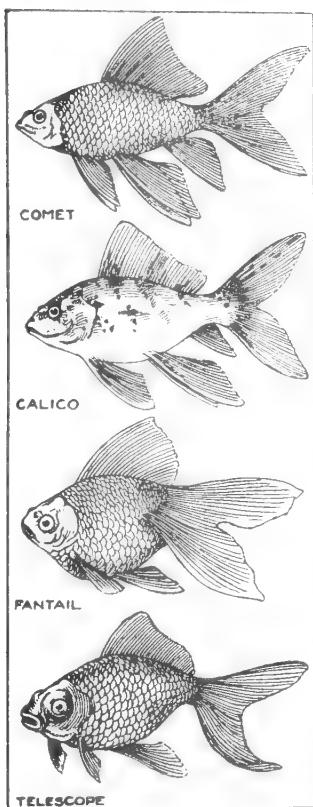
WATER MORNING GLORY. This is something that IS NEW. In fact, this is the first time we have listed it. It is a vining plant, grows to a length of 6 feet. Its blooms are huge cornets of glossy white, reaching a diameter of 6 inches. Beautiful beyond imagination, it should be included in your water garden for 1944. Excellent for solariums. **25c.**

ARROWHEAD. (Illustrated below). A hardy plant that is easily grown. When in bloom its white flowers are admired. Spreads rapidly. Beautiful shaped leaves. **20c each; 3 for 50c; \$1.50 per dozen.**

DOUBLE FLOWERING ARROWHEAD. Beautiful double flowers. **35c each; 3 for \$1.00.**



ARROWHEAD



Goldfish . . .

The Ideal Pool Fish

NO POOL—even if it is a miniature one—is complete without a few ornamental fishes. Fish in the pool will take care of themselves, only an occasional feeding of Dried Shrimp and Jo Jo Fish Foods is needed.

The illustrations show several different types. The illustrations are not exaggerated as is the case in many catalogs. You will be pleased with our selections.

Goldfish may be wintered outside in your pool, provided you have some soil and plants in it, and the depth is at least 18 inches. If you drain your pool, a tub or tank in the basement will answer.

SHIPPING INSTRUCTIONS

Goldfish are shipped by express. Customer to pay the charges. On all orders we loan you the can, same to be returned at once by express prepaid. The express company makes a flat charge of 30c for returning empty cans. **Extra fish included to offset this charge.**

HELP—Waste must be eliminated. Empty cans should be dried out and returned to us at once via Railway Express, so that we can use them over again.

COMMON GOLDFISH. A selected group of goldfish for all pools. Usually assorted—gold, gold and white, pearl, gold and black.

Medium Size 2 to 3 inches, each \$.10; dozen \$1.00
 Size 3 to 4 inches, each .15; dozen 1.50
 Size 4 to 5 inches, each .25; dozen 2.50

THE BIG GOLDFISH in gold and white, pearl and gold and black.

5 to 6 inches, pair \$.50; dozen \$5.00
 6 to 7 inches, pair 1.50; dozen 6.00
 8 to 9 inches, pair 2.00
 10 to 12 inches, pair 3.50

THE SHUBUNKINS OR CALICO FISH. Marvelously colored brilliantly mottled blue, red, gold, brown, white, yellow and black. No two fish are colored alike.

Medium size, 2 to 3 inches, each \$.15; dozen \$1.50
 Larger size 3 to 4 inches, each .25; dozen 2.50
 Extra Fancy selected fish—according to quality—75c to \$2.00 per pair.

FANTAILS. These are the best known of the Fancy goldfish.

Small size, per two \$.30; per dozen \$1.50
 Medium size, per two .50; per dozen 2.50
 Large size, 3 to 4 inches \$1.00; per dozen \$5.00
 Extra fancy selected fish according to quality \$1.00 to \$3.00 per dozen.

VELVET BLACK TELESCOPES. Also in red, and red and white colorations.

Small, 2 for 35c.
 Medium, 2 for 75c.
 Larger sizes, 2 for \$1.00.
 Extra fancy selected fish according to quality, \$1.50 to \$5.00 per pair.

\$1.00 DEPOSIT ON SHIPPING CAN—TO INSURE RETURN—SAME TO BE REFUNDED ON RETURN.

Goldfish Collection for the Small Pool COLLECTION No. 25

25 FISH. A complete collection of small size fish for the small pool assorted as follows: 15 Selected Common fish, 3 to 5 inches; 5 Calico fish, 2 Telescopes, 2 Fantails. \$3.00.

WE NEED THE CANS—\$1.00 DEPOSIT REQUIRED—SAME TO BE REFUNDED ON RETURN.

POOL ESSENTIALS

FOR POOL ESSENTIALS REFER TO:

Scavengers	Page 5 and 20.
Aquatic Mosses	Page 5 and 18.
Water Hyacinths	Page 16.

GOLDFISH COLLECTIONS FOR INDOOR AQUARIUMS

Col. No. G1—10 fish—cute little Fantails—coal black Telescopes—Comet Tails—odd Shubunkins.

\$1.50

\$1.00 can charge—to be refunded.

Col. No. G2—For the 15 gallon aquarium. 15 fish, assorted.

\$2.00

\$1.00 deposit required for can.

Goldfish for the Medium Pool COLLECTION No. 26

FIFTY FISH. A combination of all sizes of goldfish assorted as follows: 20 selected common fish 2 to 4 inches. 10 Calico fish, 2 to 4 inches. 10 selected goldfish, 4 to 6 inches. 10 assorted Fantails and Telescopes.

50 Fish, \$6.00

PLUS \$1.00 DEPOSIT FOR RETURN OF SHIPPING CAN.

Goldfish for the Large Pool COLLECTION No. 27

100 FISH. A collection of beautiful goldfish of medium and large sizes. 25 fish, 2 to 4 inches, 25 fish, 4 to 5 inches, 6 Giants young, 5 to 6 inches, 25 assorted sizes Shubunkins from small to medium size. 12 assorted Telescopes and Fantails.

100 Fish, \$15.00

COLLECTION No. 28

100 FISH. A collection of selected common fish. 2 to 5 inches. \$7.50.

On collection No. 27 and No. 28 we loan large shipping can. Deposit of \$3.00 is required to assure return of can. This deposit returned on return of empty can.

ENJOY NATURAL BEAUTY WITH THESE AQUATIC PLANTS

All you need for equipment is a rectangular glass aquarium of capacity from 2 to 20 gallons, sufficient aquarium gravel or well washed sand to cover the bottom of the aquarium to a depth of two inches.

Plants are the most important of the aquarium equipment. They keep the water in good condition because they release oxygen, and, on the other hand, take up the carbon dioxide given off by the fishes. Plants also serve as a natural refuge for the inhabitants from too much light. They are the first essential of an attractive and well-balanced aquarium, for their utility as well as their educational value. It is because of the plants that you do not have to change water in an aquarium.

To human beings plants are used around the house for decorative purposes; in the aquarium they serve the same ornamental purpose plus a more valuable one, that of furnishing oxygen to the fish.

We have listed only those plants which we know from experience are the best for the purpose. Plants shipped are divided into two classes: those with roots and crowns which must be rooted in sand, and others which are shipped as bunched plants. These can be separated and the stems anchored in the sand and readily take root. At times immediately after planting the water may assume a cloudy appearance, but as the plants grow this coloration will disappear.

By a balanced aquarium is meant a tank in which the air surface of the water supplemented by plants will supply sufficient oxygen for the needs of the fish to be maintained therein. Also a well balanced aquarium, the plants and scavengers will consume most of the refuse from the fish, making the changing of the water in the tank unnecessary, although enough fresh water should be added from time to time to compensate for evaporation.

HAVE A GOOD SUPPLY OF PLANTS IN THE AQUARIUM. MORE THAN HALF THE BEAUTY OF AN AQUARIUM IS IN ITS PLANTING.

Listing now two of the most popular varieties—**VALLISNERIA SPIRALES**—(Eel grass). This plant in moderately good light multiplies rapidly and forms a dense growth. It is one of the best oxygenators. 3 for 10c; 35c per dozen.

VALLISNERIA "CORKSCREW"—A variation with spiral formation of its leaves. Very desirable as it only grows to the top of the water. 5 for 25c

RUBRA VALLISNERIA—Variegated Vallisneria—these two plants have broad, long leaves and are best in large aquaria. 10c each.

SAGITTARIA—An old but useful plant, it has grass like form and propagates by runners.

SAGITTARIA LORATA—A large growing variety. The leaves are half inch or more wide and from 6 to 18 inches in length. 25c each

SAGITTARIA SINENSIS—This variety generally grows from 6 to 12 inches, one of our best items. 10c each; 3 for 25c.

SAGITTARIA SUBULATA—Its leaves are narrow and thick and dark green. Plant propagates rapidly, leaves, 4 to 10 inches long. 4 for 15c; 35c per dozen.

SAGITTARIA MICROFOLIA—Excellent for front planting, dwarf variety grows 2 to 3 inches in height. 4 for 15c; 35c per dozen.

SAGITTARIA PUSILLA—A very desirable variety for small tanks. 5c each; 50c per dozen.

TOO—THE AQUARIUM GARDEN IS ONE OF THE MOST ATTRACTIVE OF ADDITIONS TO THE LIVING ROOM OR THE DINING ROOM. IT IS AN OUTSTANDINGLY DIFFERENT TYPE OF FURNITURE AND BEAUTIFULLY TAKES ITS PLACE WITH THE SCHEME OF DESIGN.

Plants for special purposes.

Choice varieties to add to the aquarium.

BANANA PLANTS—An aquatic oddity and easy to grow—a real curiosity—just place it in the tank and watch it grow. 15c each.

CELLOPHANE PLANT—Have leaves of beautiful (cellophane)—green—plants are attractive as center plant; from Honduras. 25c each.

DWARF AQUARIUM LILY—A true Water Lily that grows well in sand in the aquarium. 45c per plant.

SPATTERDOCK, SOUTHERN—Beautiful, fan-shaped leaves, needs good light. 15c per plant.

SPATTERDOCK, TROPICAL—A wide, round-leaf variety that is very attractive. 15c per plant.

FOUR LEAF CLOVER. SAG. GUAYANENSIS. 15c 25c

AMBULIA—A new plant similar in appearance to Cabomba—but much more satisfactory to use in aquarium—light green plant. 20c

AQUATIC LIFE HAS UNTOLD VALUES IN THE INDOORS AND BE IT IN THE HOME OR IN THE OFFICE, IN THE SICK ROOM—THE UNUSUAL AMOUNT OF PLEASURE RECEIVED FROM AN AQUARIUM OFFSETS WHAT LITTLE EFFORT MUST BE MADE FOR THE UPKEEP. LITTLE DIFFICULTY IS HAD IN MAINTAINING AN AQUATIC GARDEN ONCE IT IS ESTABLISHED.

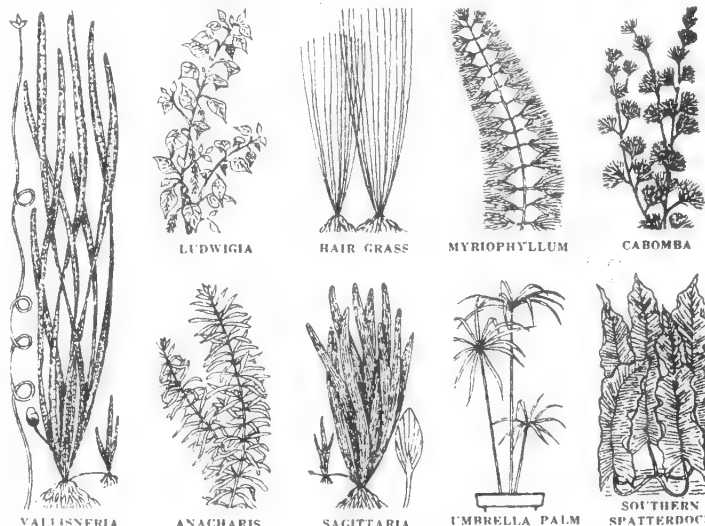
PLANTS SHOULD HAVE 8 TO 10 HOURS—GOOD NATURAL LIGHT. IF IN A POOR POSITION FOR LIGHT AN ELECTRIC LIGHT MUST BE SUBSTITUTED. THIS IS DONE BY PLACING A REFLECTOR ON THE TOP OF THE AQUARIUM—GIVING THE PLANTS 8 TO 10 HOURS OF THIS ARTIFICIAL LIGHT. THIS WILL GROW PLANTS AS WELL AS NATURAL LIGHT.

WATER SPRITE (illustrated on page 4)—Long graceful fronds spread fanlike in the water. A very desirable plant. Interesting to watch the young plants form on the old leaves.

Small size plants 15c each; large size 25c each.

HAIR GRASS—We now have two varieties of this plant. Floating Variety—that can be planted or allowed to float. Another variety that stays dwarf—which grows about three inches tall. 15c per portion.

FLOATING WATER FERN—This is an interesting plant. Grows anywhere in size from an inch to 2 feet in diameter, according to the conditions under which it is kept. It is viviparous, the young plants forming in large plant leaves. 10c per plant.



AQUARIUM PLANTS

Continued

IGNORANCE OF A FEW SIMPLE RULES PERTAINING TO THE MAINTENANCE OF AN AQUARIUM HAS CREATED THE WRONG IMPRESSION—THAT IT IS DIFFICULT TO KEEP FISH IN THE HOME—THERE IS NO PET THAT IS EASIER TO KEEP THAN FISH—NONE THAT REQUIRES SO LITTLE ATTENTION WHEN PLACED IN A WELL BALANCED AQUARIUM.

A NEW PLANT FOR THE AQUARIUM

TRUE WATER ORCHID (*Ibidum Odoratum*)—

A beautiful shaped subaquatic. Like the *Cryptocoryne* it will grow under shaded conditions and does well in any reasonable depth of water. To blossom the water must not be more than 6" above the heart of the plant. Flowers produced on stalk with rows of white fragrant blossoms about the size of small peas. Per plant 35c.

WHILE IT IS ADVISABLE TO GIVE THE FISH AS MUCH SPACE AND NATURAL SURROUNDING AS POSSIBLE YET ONE SHOULD NOT CONDEMN THOSE THAT DO NOT HAVE THE SPACE TO MAINTAIN A LARGE OUT-FIT AND HAVE THEIR FISH IN A GLOBE—MILLIONS OF FISH ARE KEPT AND MAINTAINED IN THESE GOLDFISH GLOBES—WITH COMPLETE SUCCESS.

Anacharis

Cabomba

Dwarf Anacharis

Ludwigia

Green Myrio

Red Myrio

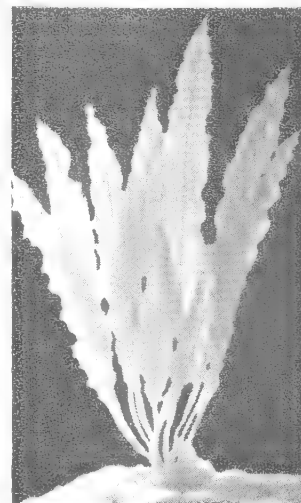
15c Per Bunch

THE ABOVE PLANTS ARE BUNCHED—THESE VARIETIES ARE SUITABLE TO USE IN GOLDFISH GLOBES OR CAN BE USED IN TROPICAL AQUARIA—BY GENTLY ANCHORING IN THE SAND OR GRAVEL.

ALL PLANTS REGARDLESS OF THE SIZE OF AN ORDER MUST BE PACKED CAREFULLY TO INSURE AGAINST DAMAGE DUE TO DRYING OUT, ROUGH HANDLING AND COLD. THE BULK OF THE WEIGHT IS IN THE WET PACKING.

Orders for \$1.50 or less require 15c for packing and postage which amount should be added to amount of order.

WE DO LIKE—SOMETHING THAT IS DIFFERENT—SOMETHING TO BE PROUD TO OWN—WE REGARD THESE TWO PLANTS AS THE MOST MAGNIFICENT OF ALL LARGE AQUARIUM PLANTS.



APONOGETUM CRISPUS

Another magnificent aquarium plant. The somewhat translucent leaves of this striking plant look like green swords with rippled edge.

Price—\$1.00 each



APONOGETUM ULVACEUS

This plant is rated as the most magnificent of all large aquarium plants. The latticed, semi-translucent green leaves are truly beautiful. Comes from Madagascar. Reproduction is mainly from young plants found on bulb like root. Has wonderful growing qualities.

Price—\$1.50 each

It is not expensive to start your own aquarium nor is it difficult to keep your plants and fish healthy. For the little care they need they will repay you many times over in enjoyment, education and greater attractiveness of your home.

HEALTHY PLANTS PRODUCE OXYGEN WHICH MAKES HEALTHY FISH. ALWAYS OF INTEREST IS SOMETHING NEW OR UNUSUAL. HERE IS A GROUP OF PLANTS THAT ARE UNUSUALLY GOOD.

CRYPTOCORYNE—This plant has many good points in addition to its interesting appearance. It does well in subdued light and the leaves are tough. There are four species. Multiplication is from runners and divisions of the roots.

CRYPTOCORYNE BECKETTI—A dwarf variety of light green foliage.

20c per plant.

CRYPTOCORYNE CORDATA—An attractive plant, top of leaf green, bottom of leaf red—wider than Willisii.

35c each.

CRYPTOCORYNE GRIFFITHII—Larger than Willisii, with broad, oval, pointed leaves that are green on top, pink beneath.

35c per plant.

CRYPTOCORYNE WILLISII—A decorative plant which is out of the ordinary. Leaves shaped like terrestrial plant rising from a crown at the surface of the soil. Does well in subdued light.

15c; 2 for 25c

CRYPTOCORYNE COLLECTION

1 each above four varieties

\$1.00



CRYPTOCORYNE GRIFFITHII



CRYPTOCORYNE CORDATA



CRYPTOCORYNE WILLISII



CRYPTOCORYNE BECKETTI

Special collections of aquatic plants arranged for your enjoyment and convenience in ordering.

THERE IS ONE HERE FOR YOUR NEEDS.

A LARGE COLLECTION OF ASSORTED AQUARIUM PLANTS

Collection No. P-5

15 assorted plants of all the popular varieties, sufficient to balance a 5 to 10 gallon aquarium.

\$1.00

COLLECTION NO. A-3

An assortment of at least 20 selected plants in eight to ten varieties. Sufficient for an attractive display in a 10 to 15 gallon aquarium.

\$1.50

COLLECTION NO. A-4

A De Luxe assortment of at least 20 assorted plants including some of the more rare types such as Cryptocoryne, Cellophane Plant, Spatterdock, etc., for a 10 to 20 gallon aquarium.

\$2.00

COLLECTION NO. P-1

Nine plants in 5 varieties to balance a 2 to 5 gallon aquarium.

50c

COLLECTION NO. PS-1

Plants and Scavengers for a 5 gallon aquarium.

8 Plants, 4 Snails 75c

COLLECTION NO. PS-2

Plants and Scavengers for a 10 to 15 gallon aquarium. 15 assorted Plants, 6 assorted Snails.

\$1.50

A LARGE ASSORTMENT OF OXYGENATING PLANTS FOR THE POOL

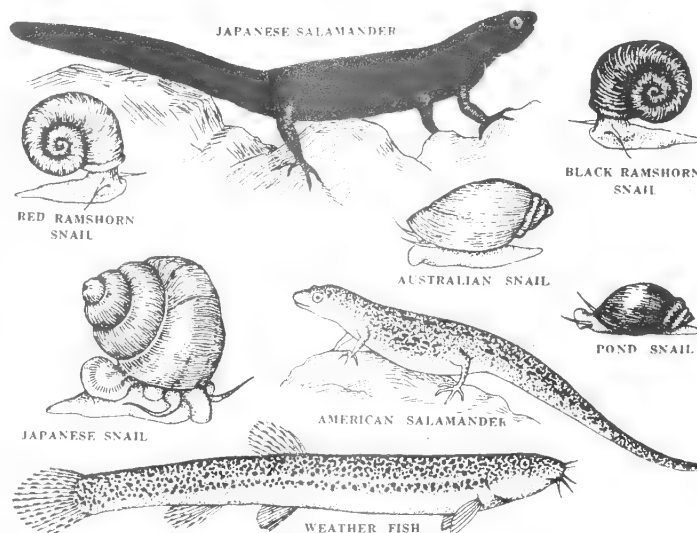
Collection No. P-7

These plants grow under water. They are indispensable wherever fish are present. Can also be used in Natural Ponds. Plants especially selected for outdoor use. 10 plants for

\$1.00

SCAVENGERS . . .

for the Aquarium and Pool



Be sure to have some scavengers in your aquarium. Scavengers consume the excrements of the fish, in fact any and all refuse which they find in the aquarium, and thus keep the water clean and in excellent condition. Scavengers placed by themselves in an aquarium are very interesting to watch. The Japanese Snails bring forth their young alive. The Water Newts and Turtles, while not as useful as Scavengers, are very entertaining.

TRAP DOOR SNAILS. (Japanese). These are the largest of the Aquarium Snails and are very hardy. One of the best varieties for use in outdoor pools. **2 for 25c; \$1.00 per dozen.**

BLACK RAMSHORN SNAILS. These are very attractive algae eaters. And are really a necessity in small water gardens. **6 for 25c.**

RED RAMSHORN SNAILS. Similar to the above except body and shell are coral-red. **Two for 25c.**

NEW PHILLIPINE SNAIL—"Horn of Plenty." A pygmy snail of dark brown color—live bearing—very prolific. I regard this snail very highly—in maintaining an aquatic garden—for its ability to eat up excess food. **3 for 25c.**

AUSTRALIAN RED SNAILS. **Two for 25c.**

MYSTERY SNAILS. A very interesting "four horned" variety. Lays its eggs above water line and hatch in about three weeks. Shape similar to the trap door snail—another recommended variety for aquarium or pool. **2 for 25c; \$1.00 per dozen.**

TADPOLES. Must be sent by express in water. They can be shipped along with goldfish. **Two for 25c; 50c per dozen.**

FRESH WATER CLAMS. **2 for 25c; \$1.00 per dozen.**

POND SNAILS. Small, but active workers. **6 for 25c.**

BABY GREEN TURTLES. **35c each.**

WEATHER FISH. American and "Jap" Salamanders are temporarily unavailable.

COLLECTION FOR THE POOL OR AQUARIUM

Trap Door Snails

Black Ramshorn

Trumpet Snails, Clams

For the average pool, a general assortment of Snails and Clams.

COLLECTION NO. S-1

12 for 75c

COLLECTION OF SCAVENGERS AND PLANTS

COLLECTION NO. 55

Five varieties of plants and one pair of Japanese, Red, Black Ramshorns and Australian Snails. Suitable for 5 to 10 gallon aquarium.

\$1.25

COLLECTION NO. 57

Suitable for a two gallon globe or aquarium or can be used in any pan or tub. This collection will only be available—August to November, February to April, due to the scarcity of turtles at other times.

This collection includes:

- 1 Pair Turtles
- 1 Umbrella Palm
- 1 Box Turtle Food
- 1 Turtle Bridge

\$1.00

Aquarium Necessities

DIP TUBES—Will help keep the bottom of the aquarium clean. Put the large end into the aquarium over the matter that you wish to remove. Keep finger at the opening on the top until you are ready to remove this, then remove your finger—and presto—the food will enter the syphon. Replace your finger on top while lifting from the aquarium.

12 inch size—**25c**; 16 inch size—**50c**; 14 inch size—**35c**

FEEDING RINGS—The fish will welcome one of these—and they will become so tame that when they see you with the fish food they will rush to the feeding ring. **25c each**

THERMOMETER—This is an absolute necessity in the aquarium
—Otherwise your water may go below or above the proper
temperature. **25c each**

MEDICATED BALLS—Used in the aquarium they will help prevent acid conditions. Every aquarium of fishes should have one or more in it. **10c each; 3 for 25c**

FISH NETS—You need one of these nets for removing fish—very handy—

No. N-1 Excellent net—small size for Tropical Fish. **15c each**

No. N-2 A large size for use in 10 gallon aquariums or larger.
25c each

No. N-3 Small size for goldfish. **15c each**

No. N-4 Large size—seven inch ring with long wooden handle.
50c each

Aquarium Cement—A product that can't be beat for construction of new tanks or to repair your old aquarium.

We have the highest quality for making or repairing tanks.
Easy to handle. A black cement ready for immediate use.
Simple directions printed on can.

One pound cans—40c

GRAVEL GUARDS—very useful in aquaria to hold the gravel in position, leaving a "spot" on the bottom free for the unconsumed fish food and other dirt to settle. Small Size, about 8 inches, **25c**; medium 12 inches, **35c**; large, about 15 inches, **50c**.

Turtle Bridges—to be used wherever turtles are kept—gives them the opportunity to crawl out of the water. **15c each**

ORDER SHEET

Loveland Goldfish Farm and Aquatic Nursery

JOE JOHANNIGMAN, JR.
LOVELAND, OHIO

Date _____

Name

Address

City _____ State _____

Express Office

If Different From Post Office.....

Terms—Cash with order. No goods sent C. O. D.

[illegible]

DO NOT WRITE IN THIS SPACE

R. _____ M.O. _____

F	Cash
----------------	-------------------

By _____ Check _____

P.P. _____

How To Order

ORDER EARLY. This is most important—and use Order Sheet, carefully filling in blank spaces and enclosing payment for full amount of order. Write name and address plainly. To facilitate handling do not write letters on same sheet as orders.

REMITTANCE should be made by Post Office or Express Money Order, Bank Draft, or if more convenient to you, send your personal check.

Include 10% extra to amount of order for Parcel Post Shipment—which will take care of handling and prepaid postage. This applies to Water Lilies, Bog, Floating Shallow Water and Submerged Plants, Collections, Scavengers and Foods and Remedies.

Orders for \$1.50 or less require 15c extra for packing and postage. This amount must be added to amount of order.

GOLDFISH must be sent by express. Shipping cans, 50c extra. We ship Goldfish listed in this catalog all the year round. **When plants are ordered with Goldfish the entire order is shipped via express, charges collect. Extra plants are included to offset small extra charges.**

Water Lilies and all plants for pools are shipped as soon as weather permits, about April 15th. Tropical Lilies may be set out whenever the weather is settled. For southern shipments, about May 1st. Northern shipments (Cincinnati), about May 15th.

CULTURAL DIRECTIONS. We have printed on small leaflets for your convenience complete cultural directions. One of these will be sent with each order.

Guarantee

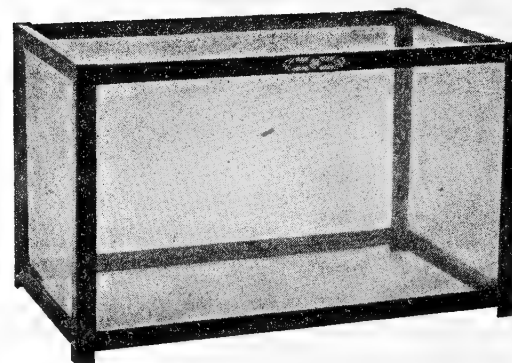
We ship good stock, carefully packed. All goods are guaranteed to reach you in good condition. If package should arrive in bad order, accept shipment, examine and count on receipt and notify us at once, and if damaged notify Express Company.

STANDARD NON-WARRANTY. We have adopted the standard non-warranty of the Goldfish Growers' Association, which is as follows: Loveland Goldfish Farm makes no warranty, expressed or implied, with reference to any merchandise sold by us, except as to certified size and quality, and that all stock shall be true to name and our liability in any case shall be limited to the replacement of such items as are short or damaged.

If any plant fails to grow, and we are notified by July 1st, we will replace same free of charge, customer to pay only the shipping charges. Include stamps with letter; excess will be returned.

Prices apply only to the United States Proper

AQUARIA



DE LUXE AQUARIA

The aquaria are constructed of heavy gauge rustless steel, properly formed and welded. These aquaria of clear glass sides and slate bottoms. Excellent for either aquarium or terrarium use.

Black—Marble finish.

Aquariums are scarce and we are very fortunate in still having a small stock on hand—for the needs of our customers. Don't put off—order NOW.

These aquariums do not have legs as illustration shows.

No. S-10—10½ gallon—20" long x 12" high x 10½" wide.....	\$8.95
No. S-7—7½ gallon—18" long x 11½" high x 9½" wide.....	6.95
No. S-5—5½ gallon—16" long x 10" high x 8½" wide.....	5.00
No. S-3—3½ gallon—14" long x 9" high x 7½" wide.....	3.75

AQUARIUMS—CHROMOLOID FINISH—GLASS BOTTOMS

No. A-12—2 gallon—12" long x 6½" high x 6½" wide.....	\$2.25
No. A-13—3 gallon—16" long x 8¼" high x 6½" wide.....	2.95
No. A-14—6 gallon—18" long x 10¼" high x 7½" wide.....	3.95
No. A-15—8 gallon—20" long x 12¼" high x 8½" wide.....	5.95

ALL AQUARIA SHIPPED ONLY BY EXPRESS

ORDER EARLY—we do not have a large stock on hand.

HEATING EQUIPMENT

By using thermostat and heaters all temperature trouble can be solved for the winter. Automatic controlled heaters are perhaps the greatest benefit ever devised for the tropical aquarium. Water must be maintained at 70 degrees at the lowest for successful keeping of Tropical Fish. 80 to 85 degrees for sick fish. 80 to 85 when spawning egg laying fish.

AQUARIUM HEATERS—Reynoline Product—are made in 8 and 10 inch lengths—Elements are of grade A chrome steel with an ample safety factor. Available in 25, 50, 75 watts. 8 inch size \$1.65; 10 inch size \$1.75

AQUARIUM THERMOSTATS—Reynoline make—They are easily adjusted. The adjustment is positive and they maintain a constant temperature at all times. Thermostats are made up with six foot rubber cord, three way connector and holder. \$3.00 each

Aquarium Necessities . . .

USED AQUARIUMS—Just the thing you need for a Terrarium Garden—or to grow African Violets in—or for other moisture loving plants, excellent for cuttings and seedlings.

These aquariums not suitable for fish—as, they may leak slightly—however they can be recemented. They are 10 and 12 gallon capacity—20 inches long, 10 inches wide, 12 inches high—glass bottoms. **\$2.25**

WHITE WORMS—ENCHYTRAEE—This is the only live food available all year around. The worms are easy to raise—using a wooden box—containing a mixture of soil and leaf mold. Feed cooked or dry Rolled oats.

Single portion **60c**; Double portion **\$1.00**

YOUR AQUARIUM ACID OR ALKALINE—Would you like to do a little water testing to determine this—you will find OUR JUNIOR WATER TESTER a handy and inexpensive kit. Complete **60c**

PAREMEDY—An efficient preparation for Mouth and Body Fungus on Gold or Tropical Fish. **25c**

PARATONIC—For treatment of "ich." 5 oz. container **15c**

ARGUCIDE—Kills Fish Lice—is packed in 4½ oz. glass jars, sufficient chemicals to treat 3,000 gallons of water. One package is usually sufficient to restore healthy conditions to a small or medium sized pool. Complete instruction folder included with each package. Price per package **\$1.20** (postage additional).

COLLECTION No. 31 FISH FOODS—REMEDIES FOR AQUARIUM

Ever so often the aquarium needs a slight replenishing of mosses and snails—one needs a can of food—some tonic—this collection is arranged to give you a small assortment in order that your tank will again have that freshened appearance.

- 1 can Tropical or Goldfish Food
- 1 can Dried Shrimp
- 1 box Fish Tonic
- 3 Water Purifiers
- 1 asst. of Aquatic Plants (50c value)
- 2 pair Snails

Special Price All for \$1.25

COLLECTION No. 32

- 1 can Tropical or Goldfish Food
- 1 can Dried Shrimp
- 1 can Fish Tonic
- 1 Fish Net

Special Price 50c

NEW PLANTS FOR THE INDOORS PLANTS REALLY WORTHWHILE

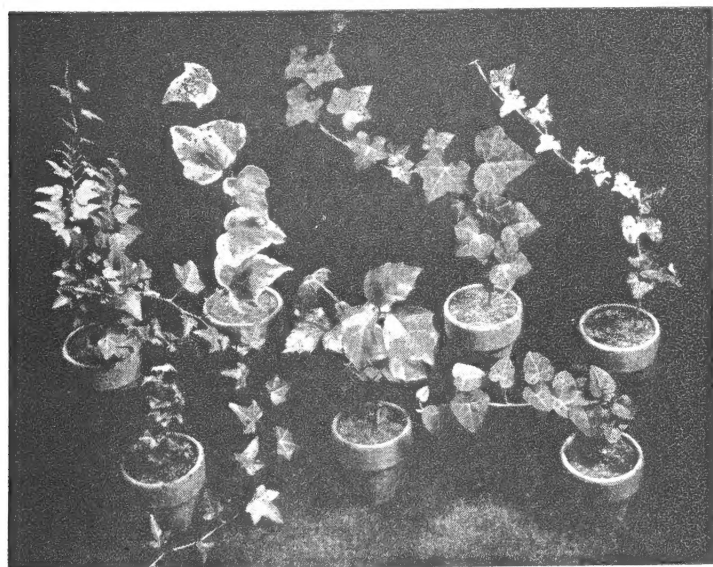
Pink African Violets	50c each
White African Violets	75c each
Silver Marble Pothos	50c each
Sylvanian Beauty Ivy	50c each
Maple Leaf Ivy	50c each
Spear Head Ivy	25c each

SEMPERVIVUM—HENS AND CHICKENS—Tough, hardy, drought resistant—plants that maintain in every way the traditional "live forever"—character of all. Make a start with Sempervivum. 8 for **\$1.00**

CACTI AND SUCCULENTS—and how to grow them. An illustrated booklet with 68 pages packed with all the answers on how to grow your plants successfully. Per copy **30c** postpaid.

IVY FOR THE GARDEN OR HOME

IVIES—Although they'll grow without direct sun they like plenty of light and though they'll grow well for considerable time in water, they will do even better in soil that is rich, porous and well drained. The grape ivy's greatest reputation is one of the most desirable climbers. Water it daily but don't keep the soil soggy.



Ivy as described above.
Back row H-3, H-4, H-1, H-6; front row: H-5, H-7, H-2

- H-1 ENGLISH IVY** (Hedera Helix). For the border where it is a bit shady. Alternate dark green leaves. **Each 15c.**
- H-2 HEART LEAF IVY** (Hedera Colchica). Its leaves form a definite heart pattern. **Each 25c.**
- H-3 SELF BRANCHING IVY** (Hedera Pittsburgh). Grows with new branches forming at the base of the leaves. **Each 25c.**
- H-4 VARIEGATED IVY** (Hedera Helix Variegata). A blending of green and white not hardy. **Each 25c.**
- H-5 BUNCHLEAF IVY** (Hedera Conglomerata). Small bunchy and new. Leaves are curly. **Each 35c.**
- H-6 LEOPARD IVY** (Hedera Colchica Variegata). Leaves are deep green with tiny white dotted coloring on the surface of the leaf. **Each 35c.**
- H-7 GRAPE IVY** (Vitis Rhombifolia). Leaves are bright green shiny like the leaves of a grape vine. **Each 25c.**
- H-8 ALBANY IVY** (Dwarf Ivy). Compact, it is especially well adapted for use as edgings to small pools. Dense growth. **Each 35c.**

COLLECTION No. H-50

One each of the above described Ivy plants.

For only

\$1.50

Cheerful CACTI for The Home

- CT-1—Aloe—Gasteria
- CT-2—Aloe Nobilis
- CT-3—Haworthia Cymbriformis
- CT-4—Haworthia Coarctata
- CT-5—Nyctocereus Serpentinus
- CT-6—Opuntia Crestata
- CT-7—Eupharbea Caput Medusae
- CT-8—Opuntia Rufida
- CT-9—Opuntia Microdasys
- CT-10—Coraphantha
- CT-11—Chamaecereus Sylvestrii
- CT-13—Mammillaria
- CT-14—Echminocereus
- CT-15—Coraphantha
- CT-16—Sempervivum
- CT-17—Stapelia

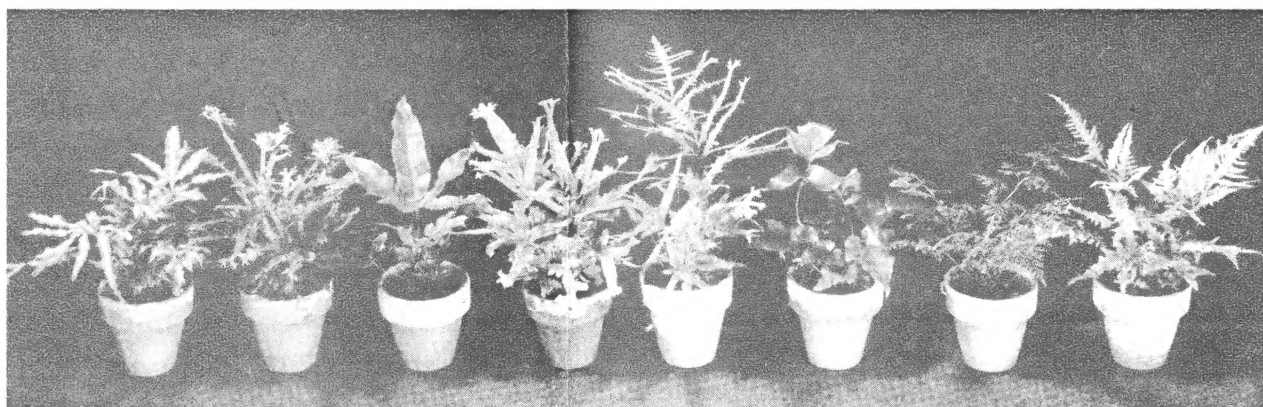
All CT Series Plants priced at 20c ea.
Col. CT-65—17 different plants \$2.50
Col. CT-85— 6 different plants \$1.00

Plants as illustrated above—Back Row: CT-12, CT-11, CT-6, CT-2, CT-9, CT-10, CT-17, CT-1, CT-5
Front Row: CT-3, CT-4, CT-15, CT-13, CT-14, CT-16, CT-6, CT-7.

FERNS

- FT-1—Pteris
Variegated
- FT-2—Onychium
Japonicus
- FT-3—Cryetonium
- FT-4—Pteris
Serrulata
- FT-5—Pteris
Wilsonii
- FT-6—Pteris Parkerii
- FT-7—Pteris Cristata

All FT Series
Plants priced
at 20c



Ferns, described above, from left to right: FT-1, FT-5, FT-6, FT-4, FT-3, FT-2, FT-8.

Collection No.
FT-70—4 assort-
ed small ferns
for terrariums.
50c

Collection No.
FT-60—10 assort-
ed small ferns
for \$1.50.

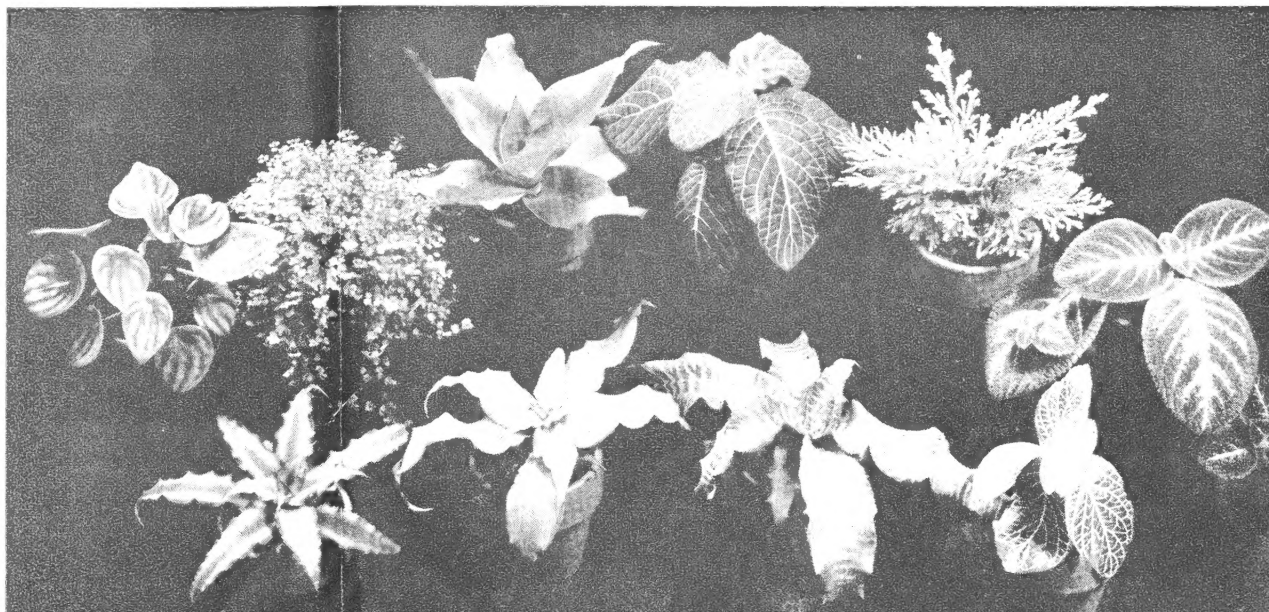
Decorative Plants, as described below. Back row: DT-1, DT-4, DT-9, DT-3 FT-11, DT-5; Front row: DT-6, DT-7, DT-8, DT-2.

DECORATIVE PLANTS

- DT-1—Watermelon Peperomia
- DT-2—White & Green Fittonia
- DT-3—Pink Veined Fittonia
- DT-4—Irish Moss
- DT-5—Brazilian Epicia
- DT-6—Star Cryptanthus
- DT-7—Green Cryptanthus
- DT-8—Spider Cryptanthus
- DT-9—Tradescantia
- FT-11—Moss Fern

All DT Series of Plants
25c each

Collection No. DT-65
10 assorted Plants \$2.25



Buy War Bonds...

The next time you go to town don't forget to buy your share of War Bonds. Every one of us should buy all of the War Stamps and War Bonds that we possibly can. The quicker we buy stamps and bonds the quicker we defeat the enemy.

**SO DON'T FORGET—
BUY MORE BONDS!!**

Everything for the **POOL...**

Tropical and Hardy
WATER LILIES—LOTUS

Bog, Shallow Water, Floating and
Submerged Plants.

Scavengers—Goldfish

Everything for the **AQUARIUM**

AQUATIC PLANTS
SCAVENGERS AND SNAILS—
AQUARIUMS, HEATERS, NETS
FISH FOODS

Everything for the **TERRARIUM**

CACTI-FERNS, IVIES

**LOVELAND GOLDFISH FARM
AND AQUATIC NURSERY**

LOVELAND, OHIO